Impact and experiences of offering HIV testing across the whole city population through primary care clusters and GP surgeries in the Texting 4 Testing (T4T) project 005

Darren Cousins Fast Track Cities Cardiff & Vale, UK





2023 Spring Conference

Mon 24th – Wed 26th April Gateshead, UK

Impact and experiences of offering HIV testing across the whole city population through primary care clusters and GP surgeries in the Texting 4 Testing (T4T) project

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TEXTINGFORTESTING



Bringing the Fast Track Cities initiative to Cardiff & Vale





Bwrdd lechyd Prifysgol Caerdydd a'r Fro Cardiff and Vale University Health Board



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Conflict of Interest

I represent Cardiff & Vale University Health Board and BASHH in the Fast Track Cardiff & Vale group who in turn receive sponsorship for HIV prevention projects from Viiv and Gilead

The Texting for Testing project was funded by a grant from Gilead Pharmaceuticals and my conference attendance is funded from the project

Speakers are required by the Federation of the Royal Colleges of Physicians to disclose conflicts of interest at the beginning of their presentation, with sufficient time for the information to be read by the audience. They should disclose financial relationships with manufacturers of any commercial product and/or providers of commercial services used on or produced for patients relating to the 36 months prior to the event. These include speaker fees, research grants, fees for other educational activities such as training of health professionals and consultation fees. Where a speaker owns shares or stocks directly in a company producing products or services for healthcare this should also be declared.

Background - Project

Welsh Government has committed by eliminating HIV transmission by 2030 and signed up to Fast Track Cities programme

To enable this, all people living with HIV should know their status to prevent ongoing transmission

Mpox outbreaks locally demonstrated many people with sexual health needs not accessing traditional services

Pilot of texting messaging HIV test offer from GP surgeries in 2020 demonstrated acceptability and found case of HIV not previously known (CD4 180)

Funding obtained to offer this service to all clusters in C&V and provide support for formal evaluation

Knowledge and attitudes survey undertaken about HIV testing in participating GP surgeries

Background - Primary Care Clusters in Wales

Setting the Direction suggests services coordinated on a locality footprint of between 25000 – 100000 population.

Promote the wellbeing of individuals and communities

64 clusters in Wales – 9 in Cardiff & Vale

Funded directly from Welsh Government

Independent of health board (who directly fund GMS c.f. England)

Administrated by health boards



Cardiff & Vale background

62% late HIV diagnosis in Cardiff (CD4<350)

Around 2/1000 residents HIV positive

Under-developed surveillance system

Worse stigma indices than equivalent size cities in England

Until COVID testing for HIV only in SHS/GP



Background – Pilot in Cardiff City & South Cluster (BASHH 2020)

10% of city population

64% white ethnicity (Cardiff average 87%)

Population increase 54% from 2011 from 2001

Lower life expectancy than rest of city

Greater proportion children and young people

 Locality & Neighbourhood
 Image: Calify Calify Team
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"<Practice name> supports HIV testing. Get a free private home test from <u>https://test.hiv.wales/abc123</u>. This text is sent to all adult patients."





lechyd Cyhoeddus
 Cymru
 Public Health
 Wales

~34,000 texts sent out via GP SMS systems "Higher risk" responders sent rapid testing kits 37 (38.1%) of these had <u>never</u> tested for HIV before 1 positive and confirmed HIV test 36yo GBMSM, not tested for 5 years Baseline CD4 180 Achieve UDVL 6 weeks post ART initiation







Welsh GPs join trail-blazing HIV testing campaign bit.ly/30LPjxn



2:35 pm · 1 Aug 2022

"<Practice name> supports HIV testing. Get a
free private home test from
<u>https://test.hiv.wales/abc123</u>. This text is sent
to all adult patients."



Findings – Primary Care Cluster and GP Engagement

Project ran from April 2022-November 2022

6 of 9 clusters signed up

Of these 6, 20/41 practices sent text messages

So 20/60 practices in region sent messages

	Meetings			Othe		
Cluster	Cluster level	With cluster lead	With practice staff	From locality lead	From cluster support officer	Outcome
Western Vale	\checkmark					Enrolled
Cardiff East			\checkmark	\checkmark		Enrolled
Cardiff North	✓	✓			✓	Enrolled
Cardiff South West			✓		~	Enrolled
Central Vale	✓	✓			~	Enrolled
Cardiff West				✓		Enrolled
Cardiff City & South				~		Not enrolled
Cardiff South East		~		~		Not enrolled
Eastern Vale				~		Not enrolled

Primary Care	Cluster engagement		Date first texts were	Practice patient engagement	Number of test ordering events	Text received from GP	
Cluster	N practices	N texts	sent	N individuals clicking link	N	Ν	%
Cardiff East	3	28615	02/08/2022	1025	151	32	21
Cardiff North	5	36706	18/11/2022	1009	881	116	13
Cardiff South West	5	28381	12/11/2022	822	466	96	21
Cardiff West	1	7386	02/12/2022	256	292	38	13
Central Vale	3	18362	30/11/2022	627	429	76	18
Western Vale	3	20089	02/08/2022	663	190	60	32
Total	20	139539	02/08/2022	4402	2409	418	17

207,766 patients covered by participating practices 139,539 messages sent (excludes <16 and no phone)

Note:

- Uptake greater in multi doctor practices
- Three clusters not engaged for different reasons

Findings – Impact of texting

First approach compares eight weeks prior to intervention with eight weeks post intervention

Increase in testing from all areas noted

Variability between areas with % more testing in rural areas compared with city population



Primary Care cluster	Cluster engagement		Cluster Pract pati engagement engagem		Practice patient engagement	Number of test ordering events prior to texts	Number of test ordering events after texts	Absolute difference	% change
	N practices	N texts	N individuals clicking link	N	N				
Cardiff East	3	28615	1025	129	159	30	23.3		
Cardiff North	5	36706	1009	820	901	81	9.9		
Cardiff South West	5	28381	822	442	480	38	8.6		
Cardiff West	1	7386	256	279	304	25	9.0		
Central Vale	3	18362	627	352	442	90	25.6		
Western Vale	3	20089	663	146	197	51	34.9		
Total	20	139539	4402	2168	2483	315	14.5		

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Demographics

This compares people who received a text with people who did not, but have otherwise requested self sampling for STIs including BBVs

Suggestion (not proven) that people who tested as a result of the text invite were older, potentially less likely to be white and less likely to have oral sex (or disclose)



		Did not receive a text		Received a tex		
		Mean Min,		Mean	Min	
		meun	max		ma	
	Age	28	16, 66	37	16, 78	
		N	%	N	%	
Gender	Female (including trans woman)	1214	61	243	58.1	
	Male (including trans man)	743	37.3	163	39	
	Non-binary in another way	19	1	7	1.7	
Current gender the same as that assigned at birth	No	27	1.4	<5	<1.2	
	Yes	1946	97.7	412	98.6	
Ethnic group	Asian or Asian British - Bangladeshi/Indian/Pakistani / Other	39	2	25	6	
	Black or Black British - African/Caribbean/Other	36	1.8	24	5.7	
	Mixed - White and Asian/White, Black African/ White, Black Caribbean/Other	97	4.9	14	3.3	
	White - British/Irish/Other	1766	88.7	341	81.6	
	Has anal sex	482	24.2	107	25.6	
Has oral sex		1482	74.4	238	56.9	
Has vaginal sex		1776	89.2	371	88.8	
Previous hepatitis B diagnosis		<5	<0.3	<5	<1.2	
Previous hepatitis C diagnosis		<5	<0.3	5	1.2	
	Previous syphilis diagnosis	44	2.2	7	1.7	
	Ordered a CT/GC test	1891	97.9	338	84.9	
	Ordered a BBV test	1141	59.2	340	85.4	

Findings – test results

No new HIV diagnoses (either reactive or confirmed) in those who responded to text

Less STI/BBV positivity in those who receive text than people accessing service specifically for an STI/BBV test

	Did not re	eceive a text	Received a text		
	Ν	%	Ν	%	
Returned a test kit ¹	986	49.5	162	38.8	
	Ν	%	Ν	%	
Tested positive/reactive for at least one STI/BBV ^{1, 2}	103	10.4	9	5.6	
Tested positive for chlamydia ¹	63	6.7	<5	3.1	
Tested positive for gonorrhoea ¹	35	3.7	<5	3.1	
Equivocal test result ¹	<5	<0.9	0	0.0	
Reactive HIV test ^{1, 2}	8	1.4	0	0.0	
Reactive hep B test ^{1, 2}	5	0.9	<5	3.1	
Reactive hep C test ^{1, 2}	<5	<0.9	0	0.0	
Reactive syphilis test ^{1, 2}	<5	<0.9	<5	3.1	



Findings - Acceptability

48 queries in total to GP receptionists (14/20 practices responded) Average length of time per query 3m41s (range 30s-36min) **One query per 2388 texts sent (range 1:334-1:13356)** 35/48 (73%) patient queries were of a neutral nature

13 queries were of a negative nature including

- One patient complaint that their details were being used for marketing purposes

- One patient swore at practice staff after requesting information and then subsequently ended the call

- Seven patients raised concerns about the nature of the text message as they thought it was inappropriate for them to be receiving such a message

- Four patients expressed negative feelings towards receiving the text message (e.g. either feeling "annoyed", "upset", or "anxious")

Findings – Quotes and concerns

"I was worried how much extra work it would generate for the reception staff at an already busy time but there wasn't much so yes I would support doing it again".

GP, Cardiff

There were two instances where retired healthcare professionals contacted practices to express concerns around the nature of the text message. Concerns related to perceptions that the message "assumed what activities they may get up to" or "may scare older people".

Where concerns were raised about the appropriateness of the text message, this was frequently made in relation to the older nature of the recipient

(i.e. four out of the seven instances where appropriateness of the message was raised).

Reflections

- Offering HIV testing through texting patients from GP surgeries is acceptable to the majority of the population, but not all
- Variability in uptake may reflect practice capacity
- Normalization of HIV testing may be beneficial as a whole
- May be an opportunity to test those who are untested
- But no new diagnoses found....
- Healthcare stigma for HIV *may* be retiring out
- Impact in HIV Action Plan



Bringing the Fast Track Cities initiative to Cardiff & Vale





HIV Action Plan for Wales

Eliminating HIV – improving quality of life and tackling stigma associated with the virus – an action plan for 2023-26

gov.wales

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Any questions?

Thank you to our funders



